ABSTRACT OF THE DISCLOSURE

A method and apparatus is described for performing intelligent transcoding of multimedia data between two or more network elements in a client-server or client-to-client service provision environment. Accordingly, one or more

5   transcoding hints associated with the multimedia data may be stored at a network element and transmitted from one network elements to another. One or more capabilities associated with one of the network elements may be obtained and transcoding may be performed using the transcoding hints and the obtained capabilities in a manner suited to the capabilities of the network element.

10   Multimedia data includes still images, and capabilities and transcoding hints include bitrate, resolution, frame size, color quantization, color pallette, color conversion, image to text, image to speech, Regions of Interest (ROI), or wavelet compression. Multimedia data further may include motion video, and capabilities and transcoding hints include rate, spatial resolution, temporal resolution, motion

15   vector prediction, macroblock coding, or video mixing.